

The Crabtown Project

Sponsorship Information

To the delight of land creatures, 200 curious crabs made of fiberglass and festooned by local artists will crawl through downtown Baltimore Spring 2005. At the conclusion of this public display of colorful crustaceans, crabs will not be steamed but will instead be auctioned at an event in the fall of 2005. This public art exhibit, **Crabtown**, will attract thousands of visitors and raise much-needed funds to make critical repairs to Baltimore's school buildings.

Taking a cue from the enormously successful cow exhibitions in Zurich, Switzerland, Chicago and New York and Baltimore's own Fish exhibit, a group of dedicated Baltimore leaders, art patrons and events experts formed an all-volunteer Advisory Committee to spawn Baltimore's exhibit.

Crabtown Benefits:

A Crab or Bushel of Crabs: You can use your sponsorship of a Crab to promote your product or company or of course just sponsor one just for the fun of it! In either case you'll help raise funds for an important cause.

You can select your artist(s) from a (tidal) pool already approved by the **Crabtown** Committee. The standard sponsorship fee includes honorariums for artists. If you prefer, you can commission your own artist to paint your Crab at your expense (pending approval of your design by the Committee).

Certification: Jumbo!

You will be designated as a Certified **Crabtown** Colleague in all printed materials and you'll receive an official certificate from Mayor O'Malley.

Marketing Rights: Ride the wave!

You are authorized to use the **Crabtown** logo and the design of your Crab in all your marketing, promotion and public relations efforts.

Name Recognition and Media/Community Exposure: Claw your way to the top!

Your company will receive name recognition as part of the campaign with a permanent plaque affixed to the base of your Crab, printed materials and website (www.crabtown.org). Additionally, you may place a link to your company's website on the **Crabtown** site.

Crabtown Details:

Purpose of this Agreement: Patrons (Sponsors or Purchasers) will provide funds as a donation (tax-deductible to the extent provided by law) to the **Crabtown** Project through the Baltimore Community Foundation to sponsor or purchase a Crab during the **Crabtown** Public Art Exhibit.

Ownership: **Crabtown** will own the Crabs during the **Crabtown** Public Art Exhibit. If a Patron has purchased one or more Crabs, ownership will be transferred at the conclusion of the Exhibit. All sponsored Crabs will be auctioned (live and online) to benefit the Baltimore City Schools through the Believe in Our Schools Fund at the Baltimore Community Foundation.

Financial Consideration: Shell it out! It's a great cause!

The cost to sponsor one (1) Crab will be \$3,000 or you can sponsor a bushel (4) Crabs for \$10,000 or you can own one (1) Crab for \$7,500. There is no catch limit! Feel free to sponsor as many Crabs as you wish.

You may also purchase as many Crabs as you wish. If you decide to purchase one or more Crabs that you sponsor, you may do so for only the balance of the purchase price per Crab before the end of the Exhibit.

Painting of Crabs: Patrons may select from Crab designs submitted to and approved by the **Crabtown** Committee, or Patrons may commission his/her own artist who must submit designs for approval to the **Crabtown** Artistic Committee. Crab designs must be appropriate for family viewing. Designs that include political, sexual, religious and commercial messages are not acceptable. Blatant or direct advertising and the use of corporate logos are prohibited. Content that could hurt a third party or group is also prohibited.

Placement: The **Crabtown** Committee will determine the placement locations of the crabs. Patrons may put in a request relative to location of his/her Crab.

Installation/Transportation: The **Crabtown** /Believe In our Schools Committee will be responsible for transporting Crabs to display locations. Artists will be responsible for moving the fiberglass Crab from a city warehouse to the artists' workplace and then back to the warehouse prior to installation.

Copyright and Usage: Ownership of any copyright or use of any likeness of any Crab will reside with the **Crabtown** Committee. **Crabtown** will have the right to photograph, videotape or record the image of any Crab during the production or during the Exhibit and Auctions and to use any of those materials relating to the Crabs for promotion, publicity, commercial, retail or other purposes deemed appropriate by the **Crabtown** Committee. Such rights will continue after the transfer of ownership of the Crabs.

Liability, Care and Maintenance: **Crabtown** will assume responsibility for theft or damage to any Crab. Liability insurance will be obtained by **Crabtown** for that period.

Cancellation: **Crabtown** reserves the right to cancel the Exhibit in case there are insufficient Patron funds such that the costs of the event will not be covered or so minimally covered as to negatively impact the purpose of the Exhibit. In case of cancellation all Patron payments for the Crabs will be refunded. **Crabtown** will not be required to produce or deliver the Crabs and Patrons will not be entitled to any other compensation.

School Partnership: If you are interested in sponsoring a Crab so that a Baltimore City School can decorate a Crab, please let us know.

Signature and Agreement

I have read the above and agree with the stipulations and provisions.

Patron_____

Date_____